

College Student Characteristics Inventory Longitudinal Data

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SECTION 1: DEMOGRAPHICS AND CHARACTERISTICS**Size of Home Community of Entering Students at UWSP**

Size of Community	1981 %	1990 %	1992 %	1993 %	1994 %	1995 %	1996 %	1997 %	1998 %	1999 %	2000 %	2001 %	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %	2008 %
Large city (250K+)	7.4	4.4	4.7	5.3	5.2	4.9	5.0	2.4	3.1	3.9	4.0	3.1	5.4	5.7	5.4	2.6	2.3	3.8	5.6
Medium city (50-250K)	14.1	14.0	16.4	14.9	12.0	16.3	15.7	13.9	13.2	16.0	13.3	17.1	16.0	15.6	16.1	16.3	18.3	16.4	16.6
Small city (2,500-50K)	32.8	48.2	47.4	46.3	46.3	47.5	46.2	48.2	49.1	46.5	46.6	49.4	45.5	43.6	45.9	51.3	49.0	50.3	49.3
Small town (<2,500)	34.4	22.3	23.2	23.8	15.3	13.8	14.3	14.5	13.3	14.6	16.4	13.1	13.4	14.0	14.4	12.8	13.6	13.6	16.9
Farm	11.3	11.1	8.3	9.7	21.3	17.6	18.9	20.9	21.3	19.0	19.8	17.3	19.7	21.1	18.3	16.9	16.8	15.9	11.5

Size of High School Graduating Class of Entering Students

Size of High School Graduating Class	1981 %	1990 %	1992 %	1993 %	1994 %	1995 %	1996 %	1997 %	1998 %	1999 %	2000 %	2001 %	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %	2008 %
50 or less	3.9	7.1	8.7	7.5	9.9	9.9	8.0	6.6	8.7	8.0	7.4	7.6	6.5	5.2	7.5	7.4	6.6	6.1	7.0
51-100	11.8	21.2	21.2	21.3	23.4	16.6	22.9	20.5	19.9	22.2	21.7	16.0	18.6	17.4	16.9	16.9	18.0	18.8	19.5
101-250	33.5	32.1	33.7	32.5	30.9	33.6	24.0	32.7	28.3	28.3	30.4	32.4	32.7	29.2	30.6	31.5	30.3	28.5	23.5
251-500	27.6	36.5	33.9	33.3	27.9	32.0	34.2	32.2	32.4	31.5	29.1	32.2	32.2	37.9	34.2	29.2	33.6	36.1	37.5
501 or larger	23.1	3.1	2.6	5.3	7.9	7.8	10.9	7.8	10.6	10.0	11.5	11.8	10.0	10.3	10.6	15.0	11.5	10.4	12.6

Parental Educational Level Among Incoming Students

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Both parents with a high school diploma or less	24%	31%	20%	27%	25%	22%	26%	24%	22%	17%
At least one parent attended college but did not complete a bachelor's degree	27%	27%	28%	27%	29%	27%	27%	28%	24%	30%
TOTAL First Generation Students	51%	58%	48%	53%	54%	49%	53%	53%	46%	47%
At least one parent earned a bachelor's degree	31%	28%	23%	30%	31%	34%	32%	34%	35%	34%
At least one parent earned a graduate degree	18%	13%	30%	17%	15%	17%	15%	14%	19%	19%
TOTAL RESPONDENTS	566	567	630	602	613	575	509	523	378	1402

-First generation is defined as neither parent having completed a four-year college/university degree.

-Includes only cases with completed data fields for both mother and father

Technology Habits of Males and Females^a

	Video Games		Social Networking	
	Male	Female	Male	Female
Hours spent per week				
None	27.5%	74.6%	22.9%	12.7%
<3	38.5%	20.1%	50.5%	51.1%
4-7 hours	21.5%	3.5%	22.3%	30.2%
>8	12.5%	1.8%	4.2%	6.0%

^aNew item in 2008

Sources Used for Information/News about Current Events

Rank Order

	2008
TV	1
Face-to-face interaction	2
Internet news sites	3
Newspapers	4
Text Messaging	5
Social websites	6
Printed magazines	6
Internet blogs or opinion sites	8

^aNew item in 2008.

SECTION 2: COLLEGE CHOICE

Reasons for Going to College

REASON	1981 %	1990 %	1992 %	1993 %	1995 %	1996 %	1997 %	1998 %	1999 %	2000 %	2001 %	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %	2008 %
Prepare for vocation	57.8	47.9	49.5	47.9	44.0	42.5	45.2	43.5	44.7	45.7	41.6	46.2	43.7	43.1	42.9	40.8	44.0	68.3
Obtain broad general education	15.4	17.8	18.8	20.6	18.5	16.2	18.8	17.0	18.3	24.5	23.9	23.2	24.7	24.9	26.0	24.1	24.1	23.5
Increase earning power	16.7	26.5	23.1	22.4	22.9	24.8	21.7	22.5	17.8	25.6	23.2	20.7	21.4	19.6	21.7	25.1	28.9	18.0
Understand people	6.0	3.9	4.1	4.1	3.3	3.3	3.3	3.3	2.4	6.3	5.5	4.7	5.1	4.0	5.8	4.2	5.4	4.4
Have fun	2.6	5.2	3.5	3.4	3.7	5.4	5.4	4.7	4.6	8.9	8.8	8.6	7.7	7.4	6.6	7.4	8.9	11.9
Please parents	2.9	3.4	2.0	3.4	1.4	1.6	3.0	2.3	2.4	6.3	3.3	4.6	6.6	5.9	5.1	3.0	5.1	4.9
Thing to do	2.1	4.7	4.2	3.4	4.1	6.8	7.1	5.8	3.4	9.7	7.3	8.6	7.9	10.6	10.1	6.6	6.9	-
Increase prestige	2.4	3.6	3.1	2.4	2.4	2.7	4.6	4.2	2.7	5.6	7.3	5.5	4.4	5.7	3.5	4.2	6.1	4.7
Like college work	1.7	4.2	3.7	3.8	2.1	3.7	3.6	2.7	1.4	6.8	3.5	3.6	4.6	6.1	3.9	4.9	6.6	3.6
Discover meaning in my life																		9.9
To do what my friends are doing																		1.6
Make a difference in the world																		20.2

Reasons for Choosing UWSP

Rank Order

REASON	1981	1990	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Programs in my field	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Close to home	2	2	3	3	2	2	2	2	2	2	2	2	3	3	2	2	3	2	3
Better academic program	3	3	2	2	3	3	3	3	3	4	3	4	2	2	3	3	2	3	2
School size	4	4	4	4	4	4	4	4	4	5	4	3	4	4	4	4	4	4	4
Friendly student body	7	15	14	17	17	13.3	15.5	14.5		17	14.5	12.5	19	10	12	8.5	13.5	15.5	12
Beautiful campus	9	10	12	12	13.5	9	12	9	11.5	13	11	9.5	10	7.5	9	13	13.5	8.5	5
Better job after graduation	6	7	6	10	10	8	9	10	8.5	8	9.5	9.5	9	11.5	13.5	12	8	7	9
Cost	5	6	7	8.5	6	6	6	7	6	9	6	7	5	9	8	6	9	5	7
Relative or friend here already	8	5	5	5.5	5	5	5	5	5	3	5	5	8	6	5	5	8	6	6
Athletic program	8	8	8	5.5	7	7	7	12	8.5	10.5	9.5	6	7	7.5	6	7	6	11	7
Parents like UWSP	10	10	9	7	8.5	10	10	8	10	10.5	8	11	1	9	10	10	7	12.5	12
Outdoor Rec Facility		13.5	13	13	13.5	11	18	11	16	18.5	14.5	15	14.5	13	15	14	10	14	-
Coed Residence halls		13.5	16.5	15	19	19	15.5	20	13	18.5	17	20	21.25	16.5	19.5	15		17	-
Athletic Facility		12	11	11	12	12	11	18	17.5	21.5	18	17.5	17.5	14	17.5	16.3	11	19.5	-
Friendly faculty and staff																			10
Good social life																			10
Fitness/recreation program and facilities																			12

Information Source About UWSP*

Rank Order

SOURCE	1981	1990	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
UWSP brochure	1	2	2	2	2	2	2	3	2	2	2	2	3	5.5	6	5	5	5
UWSP visits	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
HS Counselors	3	4	4	3	3	4	5	5	4	5	5	5	6	5.5	5	6	6	6.5
UWSP friends	10	3	3	4	4	5	3	4	3	3	4	3	4	4	4	4	3	4
UWSP Representative	5	5	6	6	6	8.5	7	9	6	7.5	6	7	7	10	8	10.5	8	9.5
Parents	6	6	5	5	5	3	4	2	5	4	3	4	5	3	3	3	4	3
HS Teachers	8	10	9	8	7	8.5	8	11	9.5	9	8	8.5	11	11	12	12.5	11	11
HS friends		9	7	9	8	11	6	10	8	10	7	8.5	9	4	10	9	12	12
Relatives		8	8	7	9	7	9.5	7	7	6	9	6	10	8	9	10.5	7	8
UWSP Alumni		7	10	10	10	10	9.5	8	9.5	7.5	11	10	11	12	11	8	10	6.5
Internet/web site													2	2	2	2	2	2
College Guide Books or rankings													8	7	7	7	9	9.5

* See table with newly formatted question for 2008 below.

Materials and Information Most Influential in Helping Choose UWSP

Rank Order

SOURCE	2008
Visits to UWSP Campus	1
Website	2
Brochure	3
College Guide Books or rankings (U.S. News)	4
Admissions Representative	5
Phone call from faculty	6
Web-based ranking sites	6
Advertising by UWSP	6
Phone call from UWSP student	9
Social networks (Facebook, MySpace)	9

^aNew item in 2008.

People Who Helped Students Choose College

Rank Order

PERSON	1981	1990	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Mother	1	2	2	1	2	2	2	1	1	1	2	2	2	2	2	2	2	2	1
Other	2	1	1	2	1	1	1	2	2	2	1	1	1	1	1	1	1	1	-
Father	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
HS Counselor	4	6	7	7	8.5	6	7	6	6	7	7	9	8.5	9	9	9	10	9	13
HS friends	4	4	4	5	7	5	4	5	4	5	6	5	4	4	7	5	8	6.5	7
UWSP friends	7	5	6	6	6	4	5	4	5	4	4	4	5	5	5	4	4	5	2
Relatives	8	9	9	9	12	7	8	7.5	9	6	10	6	7	6	6	6	5.5	4	11
UWSP Representative	6	7	5	4	8.5	10	9	10	8	10	9	7	6	8	4	8	5.5	6.5	7
UWSP Alumni	9	10	10	10	14	9	10	9	10	9	8	10	10	10	10	10	7	8	6
UWSP student*		11	11	11	15	11	11	11	11	11	11	11	11	11	11	11	11	11	4
HS Teacher		8	8	8	10	8	6	7.5	7	8	5	8	8.5	7	8	7	9	10	10
UWSP professor/ faculty member																			5
Siblings																			7
Significant other																			12

*Note wording change in 2008 from "telephone call from UWSP student" to just "UWSP student."

Merits of UWSP as Perceived by Entering Freshmen

Comparison of UWSP with Other WI Schools	1981 %	1990 %	1992 %	1993 %	1994 %	1995 %	1996 %	1997 %	1998 %	1999 %	2000 %	2001 %	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %	2008 %
One of the best	26.0	30.7	32.0	34.4	33.9	34.0	37.5	29.9	30.0	27.4	27.9	23.9	22.8	25.3	25.7	23.3	25.9	24.8	31.6
Better than average	51.8	50.4	49.5	46.9	47.3	50.3	44.8	49.1	51.5	49.1	49.3	53.0	52.6	48.4	49.7	55.0	53.8	56.8	51.7
About like other schools	21.7	18.6	18.2	18.3	18.7	15.5	17.6	20.8	18.5	23.3	22.7	22.8	24.4	26.1	24.0	21.4	20.1	18.2	15.7
Not as good as others	0.6	0.4	0.3	0.3	0.2	0.2	0.0	0.2	0.0	0.2	0.2	0.3	0.2	0.2	0.5	0.4	0.2	0.5	1.1

SECTION 3: ACADEMIC PREPARATION AND EXPECTATIONS

Number of Hours Studied Per Week Outside of School Hours in High School Senior Year

Hrs Per Wk	1986	1992	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
1-3	19.8%	24.5%	27.1%	23.8%	31.4%	27.4%	30.9%	27.3%	28.7%	29.5%	28.5%	35.1%	30.3%	32.2%	34.4%	37.2%	38.4%
4-6	34.9	36.5	32.7	35.6	33.0	33.7	34.0	36.1	34.5	35.9	33.7	29.6	31.5	36.5	32.9	30.1	30.6
7-10	28.3	25.8	23.8	22.1	22.1	21.0	21.6	23.6	21.2	19.2	22.0	20.1	23.0	18.5	17.5	17.7	11.9
10+	15.2	10.6	13.1	15.4	11.0	14.8	10.6	8.6	10.2	10.2	10.2	8.2	9.0	7.7	9.8	11.6	6.1
None	1.9	2.5	3.3	3.2	2.5	3.0	3.0	4.4	5.4	5.2	5.5	7.1	6.2	5.1	5.5	3.3	12.8

Predicted Grades of Entering UWSP Students: % of Students Predicting Grades

Predicted Grades	1981 %	1990 %	1992 %	1993 %	1994 %	1995 %	1996 %	1997 %	1998 %	1999 %	2000 %	2001 %	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %	2008 %
A/B+	23.9	21.3	29.4	31.9	30.9	37.8	33.0	38.6	38.4	41.1	38.8	37.5	46.8	43.5	46.0	45.2	50.5	47.0	43.8
B	52.6	50.6	48.8	48.8	49.9	45.9	54.1	49.8	50.6	45.7	50.1	50.9	43.8	46.6	45.3	48.3	42.8	45.2	46.6
B-/C+	20.6	24.8	20.4	17.7	18.0	15.3	12.5	11.4	10.7	12.0	10.7	10.8	9.4	9.4	8.0	6.6	6.7	7.8	9.4
C	2.8	3.2	1.3	1.6	1.1	0.9	0.5	0.2	0.3	1.2	0.3	0.8	0.0	0.5	0.7	0.0	0.0	0.0	0.2
C-	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Number of Study Hours Predicted by Entering UWSP Students: % of Students Choosing Category

Predicted Hours per Week of Study	1981 %	1990 %	1992 %	1993 %	1994 %	1995 %	1996 %	1997 %	1998 %	1999 %	2000 %	2001 %	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %	2008 %
> 30	11.0	7.8	5.9	7.4	6.9	5.8	4.1	6.0	6.4	3.7	5.5	4.4	4.0	3.6	3.5	2.9	5.0	4.6	6.6
20 - 30	52.3	51.4	49.5	45.6	45.5	43.1	47.9	44.0	40.4	44.1	39.4	37.5	34.6	37.0	34.7	33.3	36.9	35.5	37.7
10 - 20	35.4	38.8	43.5	45.7	45.6	48.7	44.6	46.5	49.8	49.2	52.2	52.4	56.1	53.3	56.7	59.1	51.9	52.8	49.0
<10	1.4	2.0	1.1	1.3	2.1	2.2	3.3	3.5	3.3	3.0	2.9	5.6	5.2	6.1	5.2	4.7	6.2	7.1	6.7

Vocational Goals of Entering Students: % of Students Choosing Category

Stated vocational plans	1981 %	1990 %	1992 %	1993 %	1994 %	1995 %	1996 %	1997 %	1998 %	1999 %	2000 %	2001 %	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %	2008 %
Has definite vocational goals	26.5	9.3	11.7	11.0	11.7	11.1	13.4	12.9	12.3	8.8	12.8	13.3	13.6	12.0	17.2	11.5	14.0	15.2	14.6
Some idea of vocational goals	55.2	57.8	57.0	60.0	60.1	57.4	57.7	59.0	59.8	60.1	56.8	55.7	58.4	59.4	53.1	58.6	56.5	57.6	55.7
Vague idea of vocational goals	14.7	28.7	26.7	25.3	23.9	26.8	23.0	23.6	24.1	25.3	25.2	24.2	23.5	22.5	24.3	25.5	24.8	23.5	23.4
No vocational goals	3.3	4.2	4.0	3.7	4.2	4.7	5.8	4.5	3.8	5.7	5.2	6.8	4.5	5.9	5.3	4.5	4.5	3.8	6.3

Reasons for Choosing a Major

	2007 %	2008 %
Represents interests	78.2%	74.4%
Have ability in the area	16.4%	16.6
Good job prospects	3.3%	4.7
Prospect of earning a lot of money	1.5%	2.7
Someone persuaded me	0.6	1.5

Levels of Experience with Academic Tasks^a

	Some or Extensive Experience	Little Experience	No Experience
Writing a lab report	64.3%	28.6%	7.1%
Writing a research paper with citations	79.3%	18.7%	2.0%
Utilizing online environments for academic work	73.0%	21.8%	5.2%
Reading a textbook to prepare for class	85.8%	12.8%	1.4%
Taking notes from a textbook on your own	83.6%	14.8%	1.5%
Taking notes during a lecture	81.3%	17.0%	1.6%
Participating in class discussion based on interpretation of a reading	82.8%	15.4%	1.8%
Writing an essay exam	86.9%	11.4%	1.6%
Working with a group on a joint project for a grade	91.7%	7.5%	0.7%

^a New item in 2008.

SECTION 4: VALUES AND NEEDS

Really Learning Something

	1990	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	29.5%	34.7%	31.3%	29.7%	34.2%	33.5%	30.1%	28.0%	29.0%	31.7%	27.2%	35.0%	41.4%
Very important	64.1	59.7	62.2	64.9	59.1	61.5	63.4	64.6	64.2	63.8	66.9	58.9	55.3
Fairly important	5.3	4.6	5.2	3.5	5.2	4.0	5.5	5.8	5.5	4.1	4.9	5.6	3.2
Unimportant	1.1	1.1	1.3	1.7	1.6	0.9	1.0	1.6	1.3	0.4	1.1	0.5	0.1

Making Good Grades

	1990	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	23.7%	24.4%	23.2%	20.9%	22.8%	23.5%	21.3%	20.4%	21.4%	22.5%	21.8%	23.6%	23.5
Very important	69.9	68.7	71.5	73.4	70.9	68.4	72.1	72.8	71.6	71.0	72.9	72.8	70.6
Fairly important	5.0	6.3	4.4	4.7	5.0	6.8	5.5	5.7	6.3	5.5	4.5	3.3	5.6
Unimportant	1.4	0.6	0.9	0.8	1.4	1.2	1.1	1.1	0.7	1.0	0.8	0.3	0.2

Exploring Attitudes, Opinions, And Beliefs With Faculty

	1990	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	1.8%	5.4%	4.6%	3.6%	2.6%	1.7%	1.0%	1.6%	1.5%	1.0%	0.6%	2.0%	5.7%
Very important	23.5	33.9	32.9	26.4	18.5	20.2	18.0	21.7	23.2	24.2	20.2	25.1	48.5
Fairly important	49.5	43.2	44.1	46.0	47.9	48.0	50.2	49.8	49.0	46.2	48.6	46.2	38.6
Unimportant	25.2	17.5	18.4	23.9	31.0	30.1	30.6	26.9	26.3	28.7	30.7	26.6	7.3

Importance Of Attending College*

	1990	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Most important	49.1%	47.7%	45.6%	46.5%	48.2%	49.5%	54.2%	48.3%	53.0%	53.0%	55.1%	51.5%
Very important	46.8	48.7	52.4	50.1	48.7	47.7	42.5	47.5	43.8	44.5	42.1	45.9
Fairly important	3.8	3.3	1.7	3.2	2.9	2.3	3.1	3.6	3.0	2.1	2.6	2.6
Unimportant	0.4	0.3	0.3	0.2	0.2	0.5	0.2	0.6	0.2	0.4	0.2	0.0

* See newly formatted item response below.

Completing a College Degree

	2008
Most important	50.8%
Very important	45.9
Fairly important	3.0
Unimportant	0.3

^a New item in 2008.

Having The Opportunity For Intellectual Discussion With Other Students

	1986	1994	1995	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	2.8%	8.7%	8.6%	8.6%	6.8%	5.4%	3.5%	3.3%	3.1%	3.6%	3.0%	2.2%	2.1%	4.1%	5.7%
Very important	32.5	28.8	26.7	26.7	29.8	29.6	33.5	37.8	29.2	30.3	32.2	35.7	31.8	34.0	50.0
Fairly mportant	45.5	39.9	42.0	42.0	40.2	42.5	41.8	39.9	45.1	46.4	42.9	42.6	45.6	40.1	37.2
Unimportant	19.2	22.5	22.8	22.8	23.3	22.3	21.2	22.8	22.4	19.7	21.9	19.5	20.3	21.8	7.1

Getting Help from Upper-Division Students^a

	2008
Most important	3.9%
Very important	34.9
Fairly important	47.2
Unimportant	14.1

^a Not a new item; however, data was not reported in prior years.

Participating in a Semester or Study Abroad Program

	2008
Most important	4.6%
Very important	42.1
Fairly important	39.9
Unimportant	13.4

^aNew item in 2008.

Developing Skills in Technology

	2008
Most important	3.4%
Very important	37.1
Fairly important	44.0
Unimportant	15.4

^aNew item in 2008.

Learning How To Prevent Illness

	1986	1995	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	1.2%	1.7%	1.1%	2.1%	1.4%	1.9%	1.1%	1.0%	0.8%	1.0%	1.4%	0.2%	2.0%	3.6%
Very important	17.5	20.5	22.8	20.8	18.6	12.8	16.3	15.1	13.5	14.5	16.1	13.7	21.6	27.0
Fairly important	51.3	48.8	49.0	49.8	48.0	43.8	42.5	43.7	46.1	45.8	47.8	47.5	43.1	42.3
Unimportant	30.0	28.9	27.1	27.1	31.9	41.2	40.1	40.0	39.5	38.7	34.6	38.4	33.2	27.1

Being Physically Active^a

	2008
Most important	12.6%
Very important	61.3
Fairly important	21.9
Unimportant	4.2

^aNew item in 2008.

Taking Good Care of My Body^a

	2008
Most important	13.1%
Very important	65.4
Fairly important	18.7
Unimportant	2.8

^aNew item in 2008.

Maintaining Personal Safety^a

	2008
Most important	9.3%
Very important	61.2
Fairly important	24.2
Unimportant	5.3

^aNew item in 2008.

Attending Seminars on Male/Female Relationships

	2008
Most important	2.2%
Very important	16.0
Fairly important	36.4
Unimportant	45.4

^aNot a new item; however, data was not reported in prior years.

Being In A Campus Leadership Position

	1991	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	1.1%	0.6%	1.4%	0.5%	1.6%	1.2%	1.8%	1.3%	2.2%	1.0%	1.3%	1.5%	2.4
Very important	17.7	15.7	15.6	13.9	13.1	13.7	12.8	14.8	13.5	16.9	13.6	14.5	23.5
Fairly important	43.7	43.7	45.7	41.6	40.8	39.4	41.6	40.0	42.4	41.6	41.5	43.3	41.1
Unimportant	37.3	40.0	37.1	43.9	44.4	45.5	43.7	43.9	42.0	40.6	43.6	40.7	33.0

Joining A Fraternity Or Sorority

	1991	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	0.4%	0.0%	0.5%	0.2%	0.9%	0.2%	0.0%	0.6%	0.0%	0.6%	0.4%	0.5%	1.1%
Very important	8.4	7.8	6.9	7.5	7.4	5.6	6.3	5.4	4.0	7.2	4.5	3.6	16.2
Fairly important	31.8	31.9	30.0	24.6	25.5	28.3	24.4	20.6	22.3	23.5	21.1	20.3	29.4
Unimportant	59.3	60.3	62.4	67.4	65.9	65.6	69.0	73.3	73.7	68.5	73.8	75.6	53.3

Having An Active Role In Music And Chorus**

	1991	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Most important	2.6%	2.9%	3.3%	3.9%	5.6%	4.1%	3.4%	5.2%	5.0%	3.3%	4.5%	3.6%
Very important	13.1	16.7	14.2	16.2	14.2	15.5	15.7	16.0	18.6	15.4	15.0	18.5
Fairly important	21.2	23.0	25.8	24.7	22.9	24.0	24.9	24.6	25.7	24.5	23.5	24.4
Unimportant	62.8	57.5	56.4	54.9	57.3	56.0	56.0	54.2	50.7	56.8	56.8	53.6

** Combined into new question below.

Having An Active Role In Theatre**

	1991	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Most important	1.5%	2.5%	1.6%	3.7%	3.6%	2.1%	3.3%	2.7%	1.5%	1.2%	2.6%	2.8%
Very important	8.1	9.5	9.3	12.0	8.5	10.2	8.6	10.1	11.2	8.7	8.9	7.1
Fairly important	20.3	19.1	18.7	16.6	16.6	19.5	20.0	18.0	22.5	20.1	18.1	17.0
Unimportant	69.8	68.8	70.2	67.4	70.9	67.9	67.8	69.3	64.8	70.0	70.2	73.1

** Combined into new question below.

Having An Active Role In Art**

	1993	1997	1999	2000	2001	2002	2003	2004	2005	2006	2007
Most important	1.1%	1.1%	1.9%	3.1%	2.7%	1.1%	2.8%	1.2%	1.7%	3.2%	3.0%
Very important	8.0	10.0	10.1	9.6	10.9	10.4	13.4	12.0	12.6	10.7	12.7
Fairly important	21.8	22.2	23.3	22.0	22.9	25.4	23.3	27.8	26.0	22.1	23.6
Unimportant	69.0	66.7	64.4	65.1	63.2	62.9	60.5	59.0	59.7	63.8	60.7

** Combined into new question below.

Having an Active Role in the Performing Arts (music, art, theatre)^a

	2008
Most important	6.4%
Very important	22.7
Fairly important	21.9
Unimportant	49.1

^aNew item in 2008.

Having An Active Role In Organizations

	1991	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	2.1%	1.3%	2.2%	1.2%	3.1%	2.7%	2.1%	2.8%	2.6%	2.5%	2.3%	3.6%	4.0%
Very important	32.9	32.0	34.2	33.3	30.5	29.3	27.8	29.6	32.1	34.8	34.4	34.5	38.3
Fairly important	47.4	48.9	47.7	46.3	50.7	44.6	50.8	46.0	45.4	44.7	47.6	43.7	41.7
Unimportant	17.6	17.8	15.8	19.1	15.6	23.4	19.1	21.6	19.9	18.1	15.8	18.3	16.0

Attending Plays And Concerts

	1991	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	1.8%	1.1%	0.9%	1.2%	2.6%	2.4%	2.4%	1.1%	2.6%	1.7%	2.8%	2.5%	4.3%
Very important	25.4	28.5	25.7	25.0	27.0	25.4	23.6	25.4	28.0	24.9	22.9	26.1	36.3
Fairly important	43.7	42.9	45.2	47.5	43.0	42.3	43.0	41.2	43.9	44.3	40.3	38.8	38.0
Unimportant	29.0	27.4	27.9	26.0	27.5	29.8	30.9	32.2	25.5	29.1	33.8	32.5	21.4

Attending Athletic Events

	1991	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	5.0%	3.3%	1.7%	2.5%	3.3%	5.6%	3.2%	3.3%	4.5%	4.3%	5.3%	5.6%	9.0%
Very important	42.6	44.1	36.9	36.4	37.2	33.6	35.8	34.1	39.3	41.9	42.0	39.1	50.9
Fairly important	40.8	40.1	48.8	43.9	43.8	42.6	44.8	44.1	39.6	39.1	37.0	39.3	29.7
Unimportant	11.7	12.5	12.7	17.0	15.7	18.1	16.2	18.5	16.6	14.7	15.8	16.0	10.5

Participating in Community Service or Volunteer Activities

	2008
Most important	4.6%
Very important	42.1
Fairly important	39.9
Unimportant	13.4

^aNew item in 2008.

Having An Active Role In Social Events

	1991	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	3.2%	1.1%	1.7%	1.7%	2.9%	2.7%	1.5%	1.6%	2.5%	1.9%	2.6%	3.3%	5.1%
Very important	35.2	35.2	35.4	33.8	38.3	33.3	33.8	32.1	33.6	35.9	33.7	36.0	46.1
Fairly important	45.0	43.4	45.6	45.8	40.5	42.2	43.7	45.7	43.6	41.6	45.3	40.6	35.9
Unimportant	16.5	20.3	17.3	18.6	18.3	21.8	21.0	20.6	20.3	20.6	18.4	20.1	12.9

Having An Active Role In Politics

	1991	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	1.0%	0.0%	0.5%	0.3%	1.7%	0.6%	0.3%	0.5%	.8%	0.4%	1.3%	1.0%	1.8%
Very important	8.6	6.8	6.1	5.7	6.6	7.0	6.7	7.1	10.5	10.2	10.2	10.2	21.5
Fairly important	26.0	24.2	20.0	20.9	25.0	25.2	26.0	26.5	26.9	28.5	24.3	23.1	37.1
Unimportant	64.1	68.9	73.2	72.7	66.8	66.9	66.9	66.0	61.8	60.9	64.2	65.7	39.6

Having An Active Role In Social Change*

	1991	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	1.0%	0.0%	0.3%	0.2%	1.2%	0.8%	0.3%	0.6%	.8%	0.2%	0.6%	1.0%	2.8%
Very important	12.0	8.2	6.9	8.1	6.6	6.8	6.2	7.9	7.0	9.5	8.1	9.9	28.7
Fairly important	36.0	32.6	27.4	26.6	25.0	27.8	27.4	27.8	30.8	28.3	27.9	27.9	39.6
Unimportant	50.8	59.1	65.2	64.8	66.8	64.6	65.8	63.7	61.4	62.1	63.5	61.2	28.8

* Note change in wording from "social reform" to "social change" in 2008.

Having An Active Role in National and/or International Affairs

	1991	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	1.3%	0.3%	0.2%	0.2%	1.0%	0.9%	1.0%	0.9%	.8%	1.0%	1.7%	1.5%	2.0%
Very important	13.8	11.4	8.8	5.6	7.1	7.9	7.5	7.2	9.8	10.0	10.4	9.1	22.6
Fairly important	36.8	33.8	31.6	32.7	31.5	29.4	31.6	30.7	31.2	34.8	30.9	33.0	37.0
Unimportant	48.0	54.4	59.4	61.4	60.0	61.6	59.6	61.1	58.2	54.1	56.9	56.3	38.3

Having A Religious Affiliation

	1986	1995	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	2.4%	1.2%	1.0%	1.3%	3.0%	2.9%	2.6%	3.3%	3.3%	3.3%	3.9%	2.4%	4.3%	3.5%
Very important	23.0	21.3	20.8	23.7	23.4	25.4	22.0	22.0	21.9	27.4	23.2	22.0	22.6	27.5
Fairly important	42.3	32.3	38.0	37.4	33.2	32.8	34.8	37.2	34.7	32.7	33.1	33.1	30.0	29.1
Unimportant	32.2	45.2	40.3	37.6	40.1	38.9	40.7	37.4	40.1	36.5	39.8	42.4	43.0	39.9

Going Home On Weekends

	1986	1995	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	3.3%	2.7%	2.9%	2.8%	2.4%	2.9%	2.3%	2.5%	2.8%	3.2%	3.0%	1.9%	2.8%	4.1%
Very important	29.6	27.1	26.7	27.7	27.2	26.5	30.0	28.1	27.3	27.2	29.5	23.5	27.7	30.3
Fairly important	45.0	46.1	48.7	47.2	48.7	46.0	45.3	48.2	47.5	47.3	46.9	50.7	48.3	38.7
Unimportant	21.1	24.2	21.7	22.2	21.5	24.6	22.2	21.2	22.4	22.3	20.6	23.9	21.1	26.8

Being Socially Accepted

	1986	1995	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	9.3%	5.2%	4.1%	3.8%	3.5%	6.6%	6.7%	5.5%	5.5%	5.7%	7.9%	5.6%	7.1%	8.3%
Very important	62.5	51.5	55.1	52.1	55.0	52.8	50.2	51.7	49.8	52.4	48.2	50.3	52.3	54.8
Fairly important	24.2	34.6	34.1	36.4	33.1	32.5	36.2	35.9	36.4	33.4	36.4	35.8	34.3	30.6
Unimportant	4.0	8.7	6.7	7.7	8.3	8.1	6.8	6.8	8.3	8.5	7.5	8.3	6.3	6.3

Having a Good Personal Reputation^a

	2008
Most important	9.6%
Very important	63.1
Fairly important	22.7
Unimportant	4.6

^aNot a new item; however, data was not reported in prior years.

Dating

	1986	1995	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	3.1%	1.9%	1.9%	1.1%	0.3%	2.4%	1.8%	2.1%	1.6%	2.3%	2.1%	1.5%	1.3%	4.9%
Very important	44.1	34.1	35.0	32.3	31.8	29.2	28.6	29.7	30.0	28.7	29.2	24.9	26.4	40.3
Fairly important	39.1	42.9	40.7	44.7	43.9	43.2	44.1	45.1	44.3	45.6	45.6	48.5	46.7	38.1
Unimportant	13.7	22.1	22.5	21.9	24.0	25.2	25.1	23.2	24.2	23.4	23.0	25.1	25.6	16.7

Having Many Friends

	1986	1995	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	8.0%	5.3%	6.5%	5.4%	5.4%	9.2%	9.4%	6.5%	8.0%	9.0%	8.9%	8.1%	10.4%	9.8%
Very important	64.2	57.1	58.9	58.9	56.8	56.2	52.8	58.0	54.2	57.6	55.8	56.5	54.1	54.5
Fairly important	24.9	30.7	30.2	31.9	33.2	28.0	32.4	30.2	30.8	26.9	28.4	29.2	30.5	29.0
Unimportant	2.3	6.8	4.4	4.7	4.4	6.6	5.3	5.2	7.1	6.5	6.9	6.2	5.1	6.7

Finding a Future Wife/Husband/Partner^a

	2008
Most important	4.4%
Very important	29.0
Fairly important	37.2
Unimportant	29.4

^aNot a new item; however, data was not reported in prior years.

Attending College Parties

	2008
Most important	9.3%
Very important	61.2
Fairly important	24.2
Unimportant	5.3

^aNew item in 2008.

Having Reading Skills Assistance Available

	2008	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	2.6%	1.3%	1.3%	1.0%	2.4%	1.5%	0.8 %	2.2 %	2.5%	1.2%	1.3%	2.3%	7.1%
Very important	18.3	21.8	19.1	17.1	14.0	14.5	14.0	15.1	14.8	15.6	15.4	12.9	47.7
Fairly important	39.5	38.0	43.4	38.6	35.6	36.5	35.5	34.7	33.6	37.6	31.6	37.3	30.7
Unimportant	39.7	38.8	36.2	43.1	48.0	47.5	49.5	47.8	49.2	45.7	51.4	47.5	14.5

Having Study Skills Assistance Available

	1990	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	3.8%	6.3%	4.1%	3.0%	4.5%	3.0%	1.3%	3.6%	4.5%	2.2%	2.6%	3.8%	16.4%
Very important	39.0	40.0	38.6	32.3	29.5	27.1	28.8	28.1	28.6	32.3	31.8	32.2	56.2
Fairly important	37.2	36.5	41.3	42.8	41.1	42.5	41.3	40.7	40.4	39.0	40.9	37.6	22.0
Unimportant	20.0	17.1	15.9	21.8	24.9	27.4	28.5	27.5	26.5	26.6	24.7	26.4	5.3

Having Math Skills Assistance Available

	1990	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	4.6%	6.7%	6.0%	4.7%	5.2%	4.9%	2.1%	3.8%	4.8%	2.6%	2.5%	3.8%	15.9%
Very important	41.7	42.4	38.9	35.2	32.4	31.1	30.4	28.9	30.3	32.7	31.7	33.5	55.4
Fairly important	34.8	35.5	38.4	38.7	38.8	36.1	41.1	40.1	38.8	40.4	40.6	38.3	21.0
Unimportant	18.9	15.4	16.5	21.3	23.6	28.0	26.3	27.2	26.1	24.4	25.3	24.4	7.7

Having Writing Skills Assistance Available^a

	2008
Most important	10.6%
Very important	56.5
Fairly important	26.5
Unimportant	6.3

^aNot a new item; however, data was not reported in prior years.

Having Personal Counseling Available

	2007	2008
Most important	1.5%	9.9%
Very important	20.8	52.2
Fairly important	43.4	28.0
Unimportant	34.3	9.9

Having Medical Services Available

	1991	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	8.0%	5.1%	4.7%	3.9%	6.9%	4.9%	4.4%	5.7%	6.3%	5.9%	5.1%	7.6%	14.8%
Very important	55.6	57.1	59.2	54.9	52.0	47.3	47.6	51.2	52.2	53.9	49.9	52.8	60.8
Fairly important	30.9	31.4	28.3	30.9	31.6	35.2	35.9	33.1	35.4	30.7	37.1	31.5	19.6
Unimportant	5.6	6.4	7.7	10.1	9.5	12.6	12.0	10.1	6.1	9.4	7.9	8.1	4.8

Having Academic Advising Available*

	1990	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	5.8%	12.2%	10.4%	6.6%	5.3%	5.8	3.1%	3.8%	4.7%	3.5%	3.4%	5.3%	28.7%
Very important	50.5	49.1	48.2	46.7	40.9	36.8	39.0	37.6	38.8	40.6	39.0	45.4	55.8
Fairly important	33.7	30.4	31.8	34.5	38.8	39.6	41.4	41.8	39.3	40.7	45.0	36.8	12.9
Unimportant	10.0	8.3	9.4	12.0	15.0	17.8	16.4	16.8	17.3	15.2	12.4	12.4	2.5

* Note wording change in 2008 from "academic counseling" to "academic advising."

Having A Career Placement Service For Grads*

	1990	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	11.3%	35.0	35.1%	15.7%	10.0	8.7%	9.1%	7.4%	8.8%	7.7%	8.8%	8.6%	20.0%
Very important	63.3	45.9	45.2	54.4	58.3	52.6	56.3	56.9	56.0	60.0	57.3	58.1	62.5
Fairly important	20.0	15.3	14.8	23.0	25.3	28.3	26.0	25.7	28.2	25.0	27.3	25.6	14.4
Unimportant	5.5	3.8	4.9	6.8	6.4	10.5	8.5	10.1	7.0	7.3	6.6	7.6	3.1

* Note wording change in 2008 from "job placement" to "career placement."

Having Career Counseling Available*

	1986	1995	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Most important	4.0%	6.5%	5.4%	5.5%	2.4%	4.3%	3.4%	2.8%	2.8%	3.5%	2.0%	3.6%	4.8%	23.5%
Very important	48.7	42.2	47.1	47.1	42.8	36.4	34.9	34.5	35.9	34.2	38.6	29.9	41.7	59.5
Fairly important	38.1	37.3	35.5	34.6	40.1	40.8	39.6	42.3	42.2	39.5	41.5	46.5	39.7	14.1
Unimportant	9.2	14.1	12.1	12.6	14.6	18.5	22.1	20.2	19.0	22.8	17.9	19.8	13.7	2.9

* Note wording change in 2008 from "vocational counseling" to "career counseling."

Having Financial Advising and Assistance

	2008
Most important	16.1%
Very important	64.9
Fairly important	15.4
Unimportant	3.6